Smart Snacks Interim Final Rule

Small Victories
Fall 2014

WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION

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What is it?

The Smart Snacks interim final rule establishes standards that apply to all competitive foods sold to students:

- on the school campus → Areas that are under the jurisdiction of the school to which students have access
- during the school day → Midnight through 30 minutes after the end of the instructional day

Out with the Old, In with the New!

Foods of Minimal Nutritional Value

- Provisions related to Foods of Minimal Nutritional Value (FMNV) are now obsolete.
- The Smart Snacks standards will replace FMNV entirely July 1, 2014.
  - Manufacturers cannot submit documentation to receive "exemption status" for their products
  - The rule has included specific exemptions for certain nutrient-dense foods

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General Standards (Foods)

Allowable foods must meet one of the following:

1) Be a whole grain-rich product
2) Have a fruit, vegetable, dairy product or protein food (meat, beans, poultry, etc.) as the first ingredient
3) Be a "combination food" with at least ¼ cup fruit and/or vegetable
4) Contain 10% of the Daily Value of calcium, potassium, vitamin D, or dietary fiber (only allowable through June 30, 2016)

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General Standards (Foods)

If your food meets one of the general standards…

→ …make sure it meets all of the nutrient standards.

Nutrient Standards (Foods)

Entrees	Snack or Side
• Calories: ≤ 350 • Fat: ≤ 35% of calories • Sat. Fat: <10% of calories • Sodium: ≤ 480 mg • Sugar: ≤ 35% of weight from total sugar	• Calories: ≤ 200 • Fat: ≤ 35% of calories • Sat. Fat: <10% of calories • Sodium: ≤ 230 mg* • Sugar: ≤ 35% of weight from total sugar

* This amount will be 200 mg as of 07/01/16

Nutrient Standards (Foods)

Entrees

- **Calories: ≤ 350**
- Fat: ≤ 35% of calories
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Snack or Side

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* This amount will be 200 mg as of 07/01/16

Nutrient Standards (Foods)

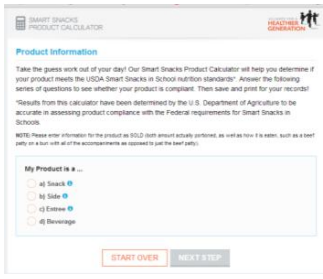
Entrees

- A combination food with meat/meat alt. and grain
- A combination food with meat/meat alternate and a vegetable or fruit
- A meat/meat alternate alone
  - Not allowable: yogurt, low-fat or reduced-fat cheese, nuts, seeds, nut or seed butters, and meat snacks served alone
- A "breakfast entrée" item

Snack or Side

- Any item that does not fit the qualifications of an entrée

Smart Snacks Calculator



http://rdp.healthiergeneration.org/calc/calculator/

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Smart Snacks Calculator

Nutrition Facts
Serving Size 1 oz. (28g/About 32 chips)
Servings Per Container 3

Amount Per Serving	
Calories 160	Calories from Fat 90
	% Daily Value*
Total Fat 10g	16%
Saturated Fat 1.5g	7%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Total Carbohydrate 15g	5%
Dietary Fiber 1g	4%
Sugars less than 1g	
Protein 2g	
Vitamin A 0% •	Vitamin C 0%
Calcium 2% •	Iron 0%
Vitamin E 8% •	Vitamin B6 2%
Phosphorus 4%	

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: CORN, CORN OIL, AND SALT. NO PRESERVATIVES.

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Smart Snacks Calculator

Serving Size	1 oz	3 oz
Calories	160	480
Calories from Fat	90	270
Total Fat	10	30
Saturated Fat	1.5	4.5
Trans Fat	0	0
Sodium	170	510
Sugars	1	3

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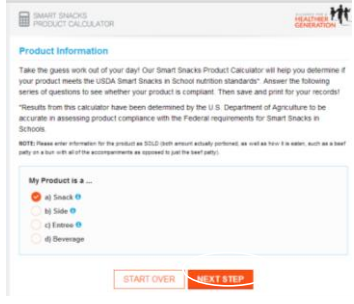
Smart Snacks Calculator



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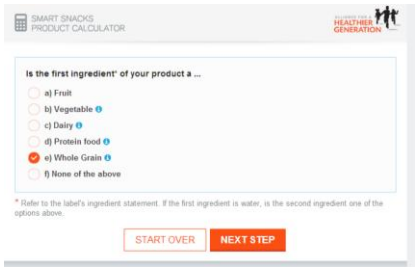

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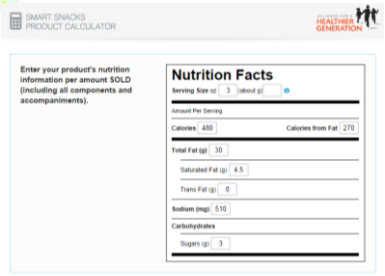

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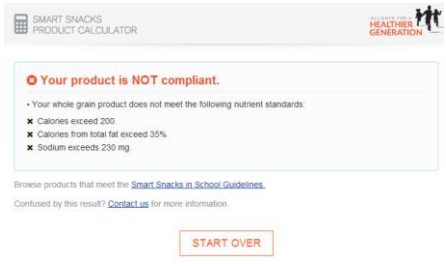

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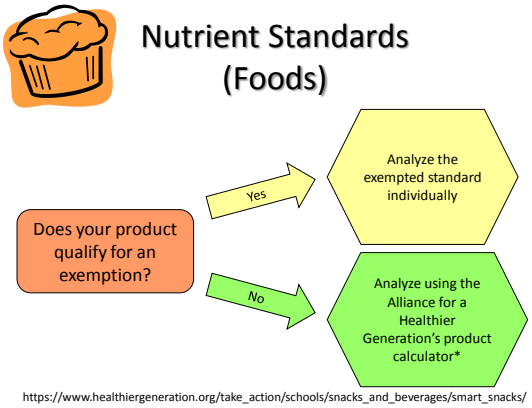
Nutrient Standards (Foods)

Your item might be exempt from one or all of the standards if it is:

-An entrée served as part of a reimbursable breakfast or lunch on the day of or day after service
-Reduced-fat cheese or part-skim mozzarella
-Nuts
-Seeds
-Nut or seed butters
-Dried fruit with nuts or seeds (no added nutritive sweeteners or fat)
-Seafood
-Dried or dehydrated fruit/vegetables
-Fresh, frozen, or canned vegetable

See your Smart Snacks In a Nutshell for details!

Nutrient Standards (Foods)



https://www.healthiergeneration.org/take_action/schools/snacks_and_beverages/smart_snacks/

Beverage Standards

Beverages Allowable for All Grade Levels

Beverage	Elementary School	Middle School	High School
Plain water, carbonated or not	no size limit	no size limit	no size limit
Low fat milk, unflavored*	≤ 8 oz	≤ 12 oz	≤ 12 oz
Non fat milk, unflavored or flavored*	≤ 8 oz	≤ 12 oz	≤ 12 oz
100% fruit/vegetable juice **	≤ 8 oz	≤ 12 oz	≤ 12 oz

* Includes nutritionally equivalent fluid milk substitutions, as permitted by NSLP/SBP
** May include 100% juice diluted with water (with or without carbonation) & no added sweeteners.

Other Beverages in High Schools

Calorie-free beverages

- Maximum serving size of 20 fluid ounces
- Includes:
  - Calorie-free flavored water, with or without carbonation
  - < 5 calories per 8 fluid ounces
  - ≤ 10 calories per 20 fluid ounces

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Other Beverages in High Schools

Lower-calorie beverages

- Maximum serving size of 12 fluid ounces
- Includes:
  - ≤ 60 calories per 12 fluid ounces
  - ≤ 40 calories per 8 fluid ounces

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Caffeine

- Foods and beverages must be caffeine-free in elementary and middle schools
- There is no caffeine restriction in high schools

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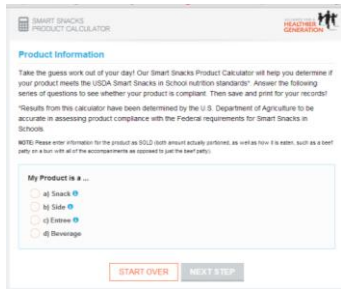
Smart Snacks Calculator



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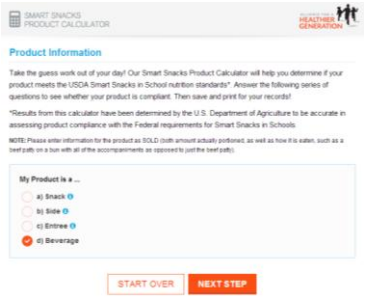

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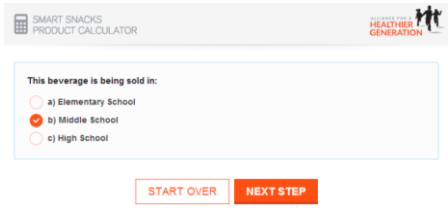

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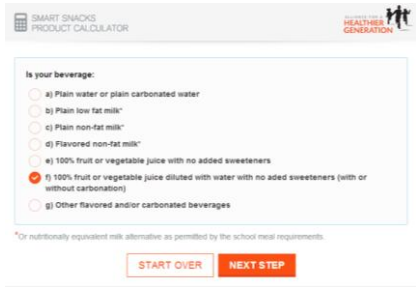

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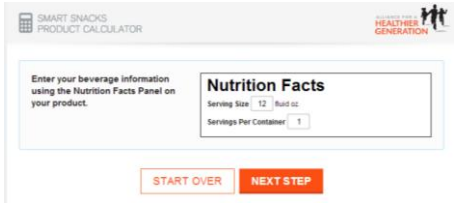

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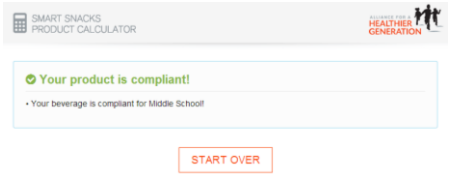

Fundraisers

- When are fundraisers affected by Smart Snacks?
  - Fundraisers need to comply with Smart Snacks standards when they're held on the school campus during the school day
  - Examples:
    - Bake sales
    - Candy bar sales

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Fundraisers

- When are fundraisers NOT affected by Smart Snacks?
  - Fundraisers are not affected by Smart Snacks if:
    - They are held off campus
    - They are held after the end of the school day
    - They are held on weekends
    - Students do not have access to what is purchased (e.g. items sold only the teacher's lounge)
    - The items being sold are not intended to be consumed at school (e.g. frozen pizza sales)
    - The items being sold are not foods or beverages
    - The fundraiser being held is an exemption

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Fundraiser Exemption

- USDA allowed state discretion to allow SFAs to hold exempt fundraisers annually
  - If this is not done, no exemptions would be allowed
- Wisconsin did not take this process lightly!
  - Conducted a survey among stakeholders statewide
    - >800 responses
  - Contributors:
    - Jessica Sharkus – SNT Director
    - Brian Pahnke – Assistant State Superintendent, Finance & Management
    - Mike Thompson – Deputy State Superintendent
    - Tony Evers – State Superintendent

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Fundraiser Exemption

- DPI sought to allow for maximum local control
- Two fundraiser exemptions per student organization per school year will be allowed.
  - One fundraiser can be up to 2 weeks in time.
    - The SFA may choose to select a shorter timeframe.
  - The PTO/PTA, band, and/or classrooms can all be sponsors of a fundraiser if the school board has approved this at the local level.
- Schools may choose to enact stricter standards in their school wellness policy.

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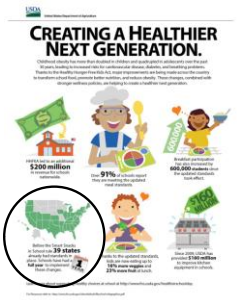
It's Possible!



Resources on the Website

http://fns.dpi.wi.gov/fns_smartsnacks

- Interim Final Rule (June 28, 2013)
- Smart Snacks Webcast (April 17, 2014)
- Smart Snacks Q & A – USDA Memo SP 23-2014
  - Released March 5, 2014
  - Updated June 5, 2014
- Smart Snacks Q & A – Wisconsin
- Wisconsin Fundraising Memo (May 28, 2014)
  - From Jessica Sharkus, SNT Director
- Healthy Fundraiser Handout
- Links to resources from USDA & the Alliance for a Healthier Generation

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Implementation Strategy

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